

**MINUTES  
PURCELLVILLE TOWN COUNCIL  
REGULAR MEETING  
JANUARY 13, 2015**

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The regular meeting of the Purcellville Town Council was convened at 7:00 PM in the Heritage Room with the following attendance:

PRESENT: Kwasi Fraser, Mayor  
John Nave, Vice Mayor  
Joan Lehr, Council member  
Karen Jimmerson, Council member  
Patrick McConville, Council member  
Doug McCollum, Council member  
Ben Packard, Council member

ABSENT: None

STAFF: Robert W. Lohr, Jr., Town Manager  
Patrick Childs, Assistant Town Manager  
Alex Vanegas, CPM, Director of Public Works  
Sally Hankins, Town Attorney  
Lt. Joe Schroeck, Police Dept.  
Patrick Sullivan, Director of Community Development  
Daniel Galindo, Senior Planner  
Diana Hays, Town Clerk

**CALL TO ORDER OF REGULAR MEETING:**

Mayor Fraser called the regular meeting to order at 7:00 PM

**AGENDA AMENDMENTS:**

Rob Lohr noted that a supplemental agenda was distributed yesterday which included information on an ad for the 2015 Loudoun Visitors Guide. This item was added at the request of Vice Mayor Nave and the EDAC. Mayor Fraser approved the amendment.

**PROCLAMATIONS/ANNOUNCEMENTS/PRESENTATIONS:**

- a) Loudoun Valley High School Cross Country State Champion – Drew Hunter
- b) Loudoun Valley High School Golf State Champion – Brandon Weaver
- c) Recognition of Citizens Serving on Committees, Commissions and Boards
  - i. Cathy Bowman, Planning Commission
  - ii. John Holmes, Economic Development Advisory Committee
  - iii. James Heigl, Jr., Economic Development Advisory Committee

- d) Loudoun Bed & Breakfast Guild – Amy Marasco Newton, Fieldstone Farm B&B, Hillsboro, VA

Ms. Marasco noted that she sits on Hillsboro's Town Council and spoke about the impact of tourism on Western Loudoun and how the Bed and Breakfast Guild meets a need to help the economy in Purcellville.

### **PUBLIC HEARINGS:**

#### Zoning Ordinance Amendment, Article 4, Section 14 – Commuter Parking Lot

The purpose of the amendment is to add "Commuter Parking Lot. Parking lots or structures designed for short term parking of vehicles, the occupants of which transfer to public transit to continue their trips." to the list of uses permitted in the Institutional/Public District as set forth in Section 14.3.

Mayor Fraser opened the public hearing at 7:24 PM. As there were no comments, the Mayor closed the public hearing at 7:24 PM.

Council member Packard made a motion that the Zoning Ordinance Amendment be added as Action Item e. The request was seconded by Council member McCollum.

Motion:	Council member Packard
Second:	Council member McCollum
Carried:	7-0-0

Lehr -	Aye
Packard -	Aye
Nave -	Aye
Jimmerson -	Aye
McConville -	Aye
McCollum -	Aye
Mayor -	Aye

### **STANDING COMMITTEE/COMMISSIONS/BOARD REPORTS:**

- a) Planning Commission, Council member McCollum
- i) Council member McCollum stated that at the meeting of the Planning Commission on January 8, the Commission held a public hearing on the text amendment for district CM-1 which addresses the above ground storage tanks for companies like Valley Energy. The Commission decided that the text amendment was in the best interest of the Town with a vote of 6-1.
  - ii) The developers for the Cottages at 32<sup>nd</sup> Street made an informative presentation to the Commission and to the public explaining they have made changes to their

- plan after meeting with neighbors and interested parties, and expressed willingness to consider more changes that improve the development.
- iii) The Commission by a 5-2 vote voted to recommend to Council that Council approve the two applications involving Crooked Run Orchard - CPA14-01 and RZ14-04.
  - iv) At the January 8 Work Session, the Commission reviewed changes to uses in districts R, 3A and IP.

b) Board of Architectural Review, Council member Packard

- i) The BAR approved the Chick-Fil-A application in December which was a dramatic change from the original design. The approved design incorporates materials and architectural details similar to the buildings in the existing commercial center and keeping with the design guidelines.

c) Parks and Recreation Advisory Board, Council member McConville

- i) The Purcellville Arts and Music Fest will be held on May 16. A Press Release was sent out for musicians and performers.
- ii) The Board meets next on Tuesday, January 20.

d) Economic Development Advisory Committee, Vice Mayor Nave

- i) The EDAC did not meet last month due to inclement weather.

e) Purcellville Arts Council, Council member Jimmerson

- i) An exhibit, *Looking Backward* celebrating Black History Month, will be held at the Train Station on February 13-14.
- ii) The artists interest list has approximately 30 names on it and will be put into a database for use by Loudoun Valley Arts and Purcellville Arts Council as a source of art to display in local businesses, the Train Station and Town Hall.

Council member McCollum noted that an official with Loudoun County was present in respect to the Commuter Parking item and requested that the action item be moved earlier as action item a. The Mayor approved the request to move the item to action item a.

**CITIZEN/BUSINESS COMMENTS:**

**Kelli Grim, 812 Devonshire Circle** submitted a request to speak form but was not present.

**Jim Bowman** of 200 N. 28<sup>th</sup> Street came forward to thank the Mayor for attending the Purcellville Business Association's luncheon and presenting the annual State of the Town address.

## **MAYOR AND COUNCIL COMMENTS:**

**Council member McCollum** expressed his appreciation to Alex Vanegas and the Public Works staff for snow removal efforts last week.

On January 8, Council members Jimmerson, Packard and McCollum along with Patrick Childs attended the VML Finance Form in Richmond, VA.

Council members Lehr and McCollum have been assigned to Strategic Initiative One, Foster the Community and Economic Well Being, have met and Council member Lehr will update the Council, staff and public on their planning and next month Council member McCollum will address the public.

**Council member McConville** thanked staff for snow removal efforts.

**Council member Jimmerson** thanked Alex for snow removal efforts and for replacing a cover over the holidays.

In regards to the VML Forum, Council member Jimmerson stated she recognized how state and federal laws filter down to affect smaller municipalities. Council member Jimmerson urged everyone to stay on top of lawmakers and items going on in the news.

**Council member Packard** thanked staff for how they handled snow removal.

Council member Packard stated that he and Mayor Fraser met to discuss their strategic items and began making assignments. Nothing official was presented this week however expects to possibly at the next meeting.

Council member Packard stated his concerns with the number of policy items that have been deferred – many which may be on the next meeting agenda. Council member Packard advised Council to look back and review those items and be prepared to discuss them and possibly take action to avoid discussion on the same items over several meetings.

**Council member Lehr** talked about her and the Town's involvement with charities over the holidays. The Rotary rang the bell in the front of Giant for the Salvation Army. The Toys for Tots program was a success. Council member Lehr stated she delivered sweats to the VA Hospital for the Sweats for Vets program.

Council member Lehr thanked staff for the work on snow removal.

Council member Lehr announced that the Town has received retirement notification from Chief Smith who will be leaving the Town after the first quarter.

Council member Lehr stated that she met with Council member McCollum to discuss their initiatives. They determined that each of the items goes back to the comprehensive plan and that starting the review will help with various items.

Council member Lehr stated that the next step with the tourism strategy is to work with some implementation. The resources have been distributed to Town Council in an effort to prepare for budget season in factoring in possible consulting fees. Early citizen input is expected to be the first item in the comprehensive review to get direction from the citizens. Gil Paist, Planning Commission Chairman, has a lot of the responsibility for the comprehensive plan review and Council member McCollum has been talking with Chairman Paist in an effort to get things started.

**Vice Mayor Nave** thanked Council member Lehr for leading the Sweats for Vets program and other events she is involved with.

Vice Mayor Nave also stated that Chief Smith will be retiring and will be missed.

Vice Mayor Nave stated that Northern Virginia has been lucky to miss some of the economic down turns that have happened over the past years, but stated our turn may be coming and that Council should keep this in mind coming into budget season.

Vice Mayor Nave stated that he and Council member McConville met to discuss their strategic initiative, Fund the Future, and has a plan of what can be looked at as far as revenue, expenses and decisions that can be made as a governing body as to where the money will go down the road.

**Mayor Fraser** stated that he was honored to present the State of the Town address to the residents and businesses in the community. Mayor Fraser suggested that once a quarter he may like to open Town Hall to the residents to get their feedback.

Mayor Fraser stated that he met with Council member Packard and needs to put together their plan to include monthly deliverables for their strategic initiative which is somewhat tied to the State of the Town address.

Mayor Fraser noted he was saddened to hear of Chief Smith's retirement.

**CONSENT ACTION ITEMS:**

None

**ACTION ITEMS:**

- a) Zoning Ordinance Amendment, Article 4, Section 14 – Commuter Lot

Council member Lehr made a motion that due to reasons noted in the staff report dated December 5, 2014, that the Town Council adopt a text amendment to the Zoning Ordinance for the Town of Purcellville that adds Commuter Parking Lot to the list of uses in the IP district that require a Special Use Permit.

Council member Packard noted that he has seen and used it and sees no problems with it.

Motion: Council member Lehr  
Second: Council member McCollum  
Carried: 7-0-0

Lehr - Aye  
Packard - Aye  
Nave - Aye  
Jimmerson - Aye  
McConville - Aye  
McCollum - Aye  
Mayor - Aye

- b) Comprehensive Plan Amendment Application CPA14-01, Crooked Run Properties, LLC
- c) Rezoning Application RZ14-04, Crooked Run Properties, LLC

Council member Packard made a motion that for the reasons stated in the staff report dated December 3, 2014 and as recommended by the Purcellville Planning Commission on January 8, 2015, that the Purcellville Town Council adopt Ordinance No. 15-01-03, approving CAP14-01 and RZ14-04.

Council member McCollum stated that the applications need to be in the best interest of the Town and not just the property owners. Council member McCollum noted that it appears to him that by approving the applications the Town is giving the property owners the ability to develop as they wish. Council member McCollum stated that the staff report is excellent however staff had little to work with and it does not address concerns to his satisfaction due to the fact that staff is not aware what the property owners intend to do with the property if it is rezoned. Council member McCollum stated that the applications do not favorably enhance financial objectives of 70/30, and that for the reasons stated he cannot support the two applications and will vote against their adoption.

Council member Jimmerson stated that she does not feel that most of the permitted uses would be used on these 8 acres and noted that the agriculture district was created specifically with Crooked Run in mind and it makes sense to rezone it as such. Council member Jimmerson stated that she sat in on the Planning Commission meeting last week and the Commission voted to allow petroleum distribution and storage in the CM-1 district so that one business could be brought back into compliance. While she agrees with bringing them back into compliance, does not understand why this could not have been done without changing the zoning for the entire CM-1 district, which allows other businesses to now have petroleum and storage distribution. By not approving the applications, Council member Jimmerson feels this could become a bigger financial burden to the Town.

Council member McConville stated his concern for these two items being part of the settlement agreement. Council member McConville stated that not knowing what could

Mayor  
Kwasi A. Fraser

Council  
Joan Lehr  
John A. Nave  
Patrick McConville II  
Karen Jimmerson  
Benjamin J. Packard  
Douglass J. McCollum



Town Manager  
Robert W. Lohr, Jr.

Assistant Town Manager  
J. Patrick Childs

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## TOWN OF PURCELLVILLE

### TOWN COUNCIL

**ORDINANCE NO. 15-01-01**

**PRESENTED: January 13, 2015**

**ADOPTED: January 13, 2015**

**AN ORDINANCE: AMENDING THE TOWN OF THE ZONING ORDINANCE OF THE TOWN OF PURCELLVILLE, VIRGINIA ADDING "COMMUTER PARKING LOT. PARKING LOTS OR STRUCTURES DESIGNED FOR SHORT TERM PARKING OF VEHICLES, THE OCCUPANTS OF WHICH TRANSFER TO PUBLIC TRANSIT TO CONTINUE THEIR TRIPS." TO THE LIST OF USES PERMITTED BY SPECIAL USE IN THE INSTITUTIONAL AND PUBLIC USE DISTRICT AS SET FORTH IN SECTION 14 OF THE ZONING ORDINANCE OF THE TOWN OF PURCELLVILLE VIRGINIA.**

**WHEREAS,** Currently, Article 4, Section 14 of the Zoning Ordinance for the Town of Purcellville ("Zoning Ordinance") which regulates the Institutional and Public Use District ("IP") does not allow for commuter parking lot as an allowed use in the IP district; and

**WHEREAS,** The Department of Transportation and Capital Infrastructure of Loudoun County, has requested a text amendment to Article 4, Section 14 of the Zoning Ordinance to allow a *Commuter Parking Lot* to locate in the IP district by special use permit, and

**WHEREAS,** the Director of Community Development finds that the *Commuter Parking Lot* use does have characteristics that are different from other uses permitted as a matter of right in the IP district, or impacts that should be mitigated, and therefore recommends as good zoning practice that the Zoning Ordinance be amended to add *Commuter Parking Lot* to the list of Uses Permitted by Special Use Permit in Article 4, Section 14.3; and

**WHEREAS,** the Purcellville Planning Commission held a duly advertised public hearing on September 18, 2014; and

**WHEREAS,** the Purcellville Planning Commission, voted to recommend that the Purcellville, Town Council adopt the amendment as presented; and

**WHEREAS,** the Town Council also finds that the *Commuter Parking Lot* use does have characteristics that are different from other uses permitted as a matter of right in the IP district, or impacts that would require special legislative review to mitigate and therefore should be added to the list of Uses Permitted by Special Use Permit in Article 4 Section 14.3; and

**WHEREAS,** the Town Council finds that good zoning practice requires the text amendments as recommended by the Director of Community Development.

**THEREFORE, BE IT ORDAINED** that the Purcellville Town Council hereby amends the Purcellville Zoning Ordinance, as follows:

**Amend and Re-enact Article 4, Section 14.3 Public, private or semi-public uses permitted by special use permit, to add the underlined text:**

**ARTICLE 4**

.....

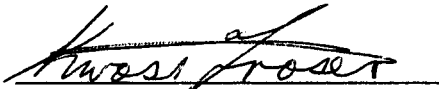
Section 14. Institutional and Public Use District.

*14.3. Public, private or semi-public uses permitted by special use permit*

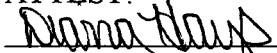
The following specific uses may be permitted in this district by special use permit approved by the town council following report by the planning commission in accordance with the procedures, guides and standards of article 8:

1. Transmitting and receiving facilities for cellular communications systems and similar facilities.
2. Lighted playing fields.
3. Outdoor performing arts center or amphitheater.
4. Commuter parking lot. Parking lots or structures designed for short term parking of vehicles, the occupants of which transfer to public transit to continue their trips.

**PASSED THIS 13<sup>th</sup> DAY OF JANUARY, 2015.**

  
Kwasi A. Fraser, Mayor  
Purcellville Town Council

ATTEST:

  
Diana Hays, Town Clerk



be developed there leaves a lot up in the air and what could go there may not be in the best interest of the Town.

Council member Packard stated he appreciates all of the comments thus far and stated there have been previous discussions amongst Council members (one-on-one). Council member Packard stated that the settlement should not be a factor in this decision. Council member Packard stated that staff has been asked to consider a rezoning or comp plan amendment without a lot of direction.

Alex Vanegas stated that the water and transportation infrastructure is adequate to support growth in the area.

Council member Packard stated that Council has not decided yet whether a site plan is required in order to consider comp plan amendments, rezoning's or annexations and to now require it contradicts the logic. Council member Packard asked that if Council does not move forward with this item to allow staff to modify the staff report to meet the requirements that Council wants.

Council member Lehr stated that usually the applicant comes to the Town and does not understand why the Town initiated this other than the settlement which was for a court case making a decision on a financial value. Council member Lehr stated she voted against the settlement because other items were included as part of the settlement. Council member Lehr is in favor of seeing a site plan and what is happening on the property before making a decision like this, and is still supporting her decision to not vote in favor of approving the applications.

Vice Mayor Nave stated that he looks at this in conjunction with the settlement even though it is separate. Vice Mayor Nave noted his concern is that if the Town does not settle out of court, the final decision will not be up to the Town. If this goes to trial, it may or may not be a favorable outcome for the Town and is a risk the Town should not take.

Mayor Fraser stated that actions need to be guided by the comprehensive plan, even though the plan is in need of updating. There is no requirement or documentation for applicants to provide a site plan. Mayor Fraser stated that Crooked Run Orchard is the last agricultural asset within the Town, and will vote in support of the motion to sustain this community asset.

Rob Lohr stated there may be the ability that each Council member can indicate their preference on how they want to vote without it being a formal vote. This would give Council the ability to see how Council feels. If a vote is held and denied, there is a good chance that it cannot be reconsidered and under code may be prohibited from reconsidering this or any action for a period of up to twelve months. If there are outstanding questions, Council may also choose to postpone the item.

Council member Packard asked Council if there is potential for further negotiation and/or what would come of it.

Vice Mayor Nave asked Rob how some of the concerns would get communicated to satisfaction. Council member Packard stated that in talking with Council member McCollum that one of the big concerns is that no site plan has been submitted and suggested that perhaps staff works with the property owners to come up with a site plan. Council member Packard suggested that a straw man vote take place.

Council member McCollum stated that based upon what he has said and heard from other Council members, he would vote against both applications.

Council member McConville stated that based on his comments he would agree with the comprehensive plan, and because of the lack of information would vote against the rezoning, however if there is a general concept put on paper would likely support it.

Council member Jimmerson stated that based on her comments and the risk, she would support this item.

Council member Packard stated that based on his earlier comments and questions, can the Town limit uses or not. Sally Hankins believes the Town could place reasonable conditions on our own rezoning to include limits on square footage, building footprint area, etc. however would not to confirm if this were a basis for a decision.

Council member Lehr stated that based on her comments she would not be supportive.

Vice Mayor Nave stated that if there is a way to alleviate some of the concerns, they should be addressed. Vice Mayor Nave would approve the item.

Mayor Fraser stated that based on his analysis and input provided he would support both.

Council member McCollum requested that the motion be restated.

Council member Packard restated the motion - As to the reasons stated in the staff report dated December 3, 2014 and as recommended by the Purcellville Planning Commission on January 8, 2015, I move that Purcellville Town Council adopt Ordinance No. 15-01-03, approving CAP14-01 and RZ14-04.

Motion: Council member Packard  
Second: Council member Jimmerson  
Carried: 4-3-0

Lehr -	Nay
Packard -	Aye
Nave -	Aye
Jimmerson -	Aye

Mayor  
Kwasi A. Fraser

Council  
Joan Lehr  
John A. Nave  
Patrick McConville II  
Karen Jimmerson  
Benjamin J. Packard  
Douglass J. McCollum



**TOWN OF PURCELLVILLE  
IN  
LOUDOUN COUNTY, VIRGINIA**

Town Manager  
Robert W. Lohr, Jr.  
  
Assistant Town Manager  
J. Patrick Childs

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**ORDINANCE NO. 15-01-03**

**PRESENTED: January 13, 2015**

**ADOPTED: January 13, 2015**

**AN ORDINANCE: TO AMEND THE TOWN'S 2025 COMPREHENSIVE PLAN TO SHOW THAT THE BROWN PROPERTY AND THE TOWN PROPERTY ARE PLANNED FOR "AGRICULTURAL/TOURIST COMMERCIAL" LAND USES AND TO AMEND THE TOWN'S ZONING MAP TO SHOW THAT THE BROWN PROPERTY AND THE TOWN PROPERTY ARE ZONED AGRICULTURAL CONSERVANCY/COMMERCIAL**

**WHEREAS,** the Purcellville Town Council adopted Resolution 14-10-02 on October 14, 2014, which initiated consideration of a rezoning from X, Transitional to AC, Agricultural Conservancy/Commercial of (i) the parcel identified by Loudoun County land records as Parcel Identification Number 454-49-1512-000 ("Brown Property"), and (ii) the approximately 2 acres of adjoining land formerly part of Parcel Identification Number 454-49-1512-000 that is now owned by the Town of Purcellville pursuant to a Certificate of Take, which 2 acres are further shown on Exhibit A attached to this Ordinance ("Town Property"); and

**WHEREAS,** pursuant to Resolution 14-10-02, the Town initiated Comprehensive Plan Amendment application CPA14-01 and Rezoning application RZ14-04 to evaluate and consider the future planned land use and zoning of the Brown Property and the Town Property; and

**WHEREAS,** the Town's 2025 Comprehensive Plan contains a land use category identified as "Agricultural/Tourist Commercial," which land use category was created to protect and enhance Crooked Run Orchard, the last remaining agricultural property in Purcellville; and

**WHEREAS,** the Brown Property is currently part of Crooked Run Orchard and the Town Property was, prior to the Take, also part of Crooked Run Orchard and would be re-joined with Crooked Run Orchard under the Agreement After Certificate dated October 8, 2014 between the Town of Purcellville and Howell Samuel Brown, Jr.; and

**WHEREAS,** the Brown Property and the Town Property have been incorporated into the Town limits, making the properties suitable for a future land use that is more intensive than agricultural and low-density residential uses; and

**WHEREAS,** the existing zoning designation of X, Transitional is intended to be a temporary zoning district designation assigned to newly-annexed land until a permanent zoning designation can be assigned; and

**WHEREAS,** the Brown Property and the Town Property are located at a quadrant of the highly-traveled intersection of William T. Druhan Boulevard and Main Street, making the Brown Property and Town Property suited to a future land use that is more intensive than agriculture and low-density residential housing; and

**WHEREAS,** the AC, Agricultural Conservancy/Commercial zoning district is consistent with the zoning designation of the 41-acre parcel that adjoins the Brown Property and is compatible with the commercial zoning designations that exist at other quadrants of the William T. Druhan Boulevard and Main Street intersection; and

**WHEREAS,** the AC, Agricultural Conservancy/Commercial zoning district is designed to encourage and support agritourism-based commercial activities that are compatible with and can support the existing Crooked Run Orchard. Rezoning the properties to AC will further the Town's goals of (i) protecting Crooked Run Orchard as a historic asset of the Town and (ii) encouraging economic development that is sensitive to the Town's agricultural heritage; and

**WHEREAS,** Town Staff has concluded that the proposed Comprehensive Plan Amendment and Rezoning are supported by the policies of the Town's 2025 Comprehensive Plan and recommends approval; and

**WHEREAS,** on December 9, 2014, the Planning Commission and Town Council held a duly-advertised joint public hearing on CPA14-01 and RZ14-04, at which public comments were received; and

**WHEREAS,** at its meeting on January 8, 2015, the Planning Commission voted to recommend that the Town Council approve CPA14-01 and RZ14-04; and

**WHEREAS,** this Council finds that (i) amending the Town's 2025 Comprehensive Plan to identify the Brown Property and the Town Property as planned for the "Agricultural/Tourist Commercial" land use and (ii) amending the Town's Zoning Map to amend the zoning designation of the Brown Property and

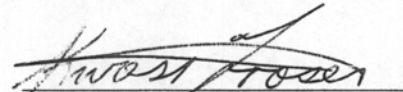
AN ORDINANCE:

APPROVING COMPREHENSIVE PLAN AMENDMENT APPLICATION CPA14-01 AND  
REZONING APPLICATION RZ14-04

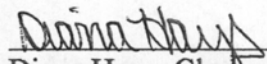
the Town Property from X, Transitional to AC, Agricultural Conservancy/Commercial is supported by the policies of the Town's Comprehensive Plan, is consistent and compatible with surrounding land uses, is supported by existing infrastructure, and is in the interest of the public necessity, convenience, and general welfare, and, further, is good zoning practice;

**NOW, THEREFORE, THE COUNCIL OF THE TOWN OF PURCELLVILLE HEREBY ORDAINS** that (i) the Town's 2025 Comprehensive Plan be amended to show that the Brown Property and the Town Property are planned for "Agricultural/Tourist Commercial" land uses and (ii) the Town's Zoning Map be amended to show that the Brown Property and the Town Property are hereby zoned "Agricultural Conservancy/Commercial."

**PASSED THIS 13<sup>th</sup> DAY OF JANUARY, 2015.**

  
Kwasi A. Fraser, Mayor  
Town of Purcellville

**ATTEST:**

  
Diana Hays, Clerk of Council





McConville - Nay  
McCollum - Nay  
Mayor - Aye

d) Special Event Request – Ricky Lee

Patrick Childs stated that a Council member brought to staff's attention a patriotic, family-oriented, country musician based in PA. After staff's research which is outlined in the staff report, this specific event was not included in the budget. Funds can be transferred within the budget to cover the expense if Council wishes to proceed.

Council member McConville asked if Ricky Lee would be interested in performing at the Music and Arts Fest or at the Wine and Food Festival rather than creating a specific event. Patrick stated that both options were proposed and he was not interested at that time, however can be proposed again if Council would like to take that approach.

Council member Lehr stated that in the past the Town has utilized Navy Sea Chanters, etc. - groups that come to the Town with no charges and stated she does not believe that Town has ever paid for a performer and asked if there are other options. Council member Lehr stated she is not in support of paying for a performer.

Council member McCollum asked if there would be a fee charged for the event. Patrick Childs stated the event would be free for the community.

Council member Packard stated he is not comfortable paying for an entertainment venue and that the Town should continue to support current activities.

Council member Jimmerson stated that unless by hosting the event will bring in severe revenue to offset the Town's costs, she would not be in favor of supporting the event. Vice Mayor Nave stated that he agrees and the expense could be used towards a better use.

Mayor Fraser stated that his concern is what is the return on the investment and if we would be bringing in more than spending.

Mayor Fraser stated he does not wish for Town staff to pursue this item.

e) Advertisement Opportunities for 2015 Official Loudoun Visitors Guide

Council member Lehr made a motion that Town Council authorizes staff to place a half page ad in the 2015 Official Loudoun Visitors Guide at a cost of \$1,500.

Vice Mayor Nave stated he feels this would be very beneficial. Unlike other forms of advertising, once this ad is paid for it is out there all year.

Mayor Fraser stated he does not see a clear return on investment and more than likely will vote against it. Mayor Fraser stated he believes a Facebook page can be created as well as some search engine optimization for less than the cost of the ad and still promote the Town.

Council member Lehr clarified that the circulation is 50,000 copies and advertises the Town itself.

Rob confirmed that funds have been set aside to cover this expense.

Motion: Council member Lehr  
Second: Council member Packard  
Carried: 6-1-0

Lehr -	Aye
Packard -	Aye
Nave -	Aye
Jimmerson -	Aye
McConville -	Aye
McCollum -	Aye
Mayor -	Nay

#### **DISCUSSION/INFORMATIONAL ITEM:**

##### **a) Community Development Monthly Report**

Patrick Sullivan stated that 33 new jobs were created and a lot of construction will begin in the next month or so. Patrick confirmed to the Mayor that the new jobs are clarified on page 39 of the agenda packet.

##### **b) Fireman's Field Lease with Loudoun County**

Rob Lohr stated that provided is background that summarizes some of the leases the Town inherited when Fireman's Field was purchased and the potential for revenue inside the fences at Fireman's Field. Currently there is no income coming in with the lease. The Town has the opportunity to look at the renewal of the lease and the renewal of the concessionaire agreement within the next year to allow for opportunities for income. Rob stated that the County does an outstanding job at that location and has exceptional staff and turf managers. Rob noted that the lease expires February 28.

Council member McCollum suggested sending a request to have the County agree to an extension of time to review the documents. Rob Lohr stated that staff recommended asking the County for an extension until July 1. Rob stated that he strongly supports working with the County and requested that the County have a placeholder in their budget for approximately \$1,000 per month.



Council member Lehr noted that about a year and a half ago that Council had requested numbers on what the income to the County was for the property and what the County expenses were based on equipment, personnel, etc. Council member Lehr asked if we know that the Town cannot maintain the fields. Rob said he does not believe numbers were received however are important. Rob stated he will again request the numbers from the County and request a lease extension.

Council member Packard would like to address parking in the agreement.

Rob stated he would bring this item back at the next work session with more information provided.

**OLD BUSINESS:**

- a) None Scheduled

**NEW BUSINESS:**

- a) None Scheduled

**APPROVAL OF MINUTES:**

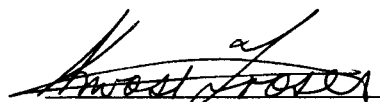
Council member Lehr made a motion to approve minutes of the December 9, 2014 Town Council Meeting as submitted wave reading. Council member Packard made a friendly amendment to correct the spelling of his last name on page 60 line 5.


Motion: Council member Lehr  
Second: Council member Packard  
Carried: 7-0-0

**ADJOURNMENT:**

There being no further business, Council member McConville made a motion to adjourn the meeting at 9:15 PM.

Motion: Council member McConville  
Second: Council member Jimmerson  
Carried: 7-0-0

  
Kwasi A. Fraser, Mayor

  
Diana Hays, Clerk of Council